



Market Insight Report Reprint

Oracle offers customers cloud control to operate ‘my cloud, my way’

August 18 2020

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Introduction

Oracle is quickly expanding the reach and ecosystem around Oracle Cloud Infrastructure. Now on the front foot, it is confidently differentiating against the hyperscalers on performance and economics.

THE 451 TAKE

Buyers have typically faced cloud service selection and delivery as ‘this way or the highway,’ when choosing providers. With the range of options now on offer, ‘my cloud, my way’ is how customers can consume Oracle Cloud Infrastructure (OCI). The additional ability of being able to ‘copy and paste’ public cloud into their own datacenters means enterprises can go to the Oracle cloud, and they are in the driver’s seat with regard to data locality, security, recovery and transparency.

Details

Oracle has no qualms touting the performance of its Gen2 OCI as a key differentiator versus other clouds due to its use of faster components (on par with on-premises), more available network bandwidth between components, no over-subscription, no noisy neighbor problem and low latency (its data egress savings are a standout). It also claims to be the first RDMA cluster offering 1.5 microsecond latency in the cloud.

It believes OCI can offer superior economics due to the fact that each component it uses is less expensive than other clouds (VMs, bare metal, block storage, outbound storage, FastConnect and a single global price point). It believes OCI offerings have 30-50% lower five-year TCO than other clouds or on-premises offerings. Its Universal Credits provide future-proof choice across infrastructure and platform services (it’s a pricing model that creates an account that can be drawn down with usage of any services on its platform). Oracle says that by July 2021, it will be operating 36 regions for its OCI, versus AWS’s 27.

Besides economics, performance and reach, Oracle believes OCI is also well differentiated when it comes to enterprise capability (offering SLAs for availability), and unlike other hyperscalers, for performance and manageability as well. It points to end-to-end security, and the ability to run the same software on OCI as on-premises (VMware, EBS, ExacCS, Oracle Linux and HPC workloads that require RDMA).

The OCI ecosystem Oracle is building now includes its Autonomous Database, Autonomous Linux and Autonomous Data Guard services (DR for Autonomous Databases), as well as offering a secure off-premises landing zones for workloads based on its signature business applications. The newly introduced Autonomous Data Guard protects Autonomous Databases against site failure, switches to a real-time remote copy of a production database in case of failure, and provides creation, operations, switchover and failover services.

In addition to Cloud@Customer and responding to the strong and sustained desire for hybrid and multi-cloud IT infrastructure, Oracle recently launched Dedicated Region Gen2 Cloud@Customer, a preconfigured and fully managed stack of IT infrastructure that is built and operated the same way that OCI is. It effectively enables customers to copy and paste public clouds into their own datacenter. The net is that Oracle can now support customers that want ‘my cloud, my way.’

The public cloud OCI supports Autonomous Database and Exadata Cloud Service as fully Oracle managed, or co-managed. In a customer’s datacenter, the same OCI infrastructure can be provisioned as a fully Oracle managed environment with Autonomous Database on Exadata, with Cloud@Customer. Or it can be a co-managed environment with Exadata Cloud@Customer. All are subscription-based with Universal Credits. Also in a customer’s own facility, the customer-managed Exadata is a purchased option.

Key adoption trends in EMEA include customers 'moving and improving' entire Oracle application estates (such as PeopleSoft) from on-premises into the cloud – the major motion. Customers also start by moving a custom application, realizing benefit and then moving others and consolidating databases; moving and improving ISV applications; using OCI's HPC capabilities for modeling; for data warehouse and analytics; and for extending and integrating SaaS applications.

In the cloud infrastructure realm, Oracle competes with AWS, Microsoft Azure, IBM Cloud, Google Cloud Platform and Alibaba Cloud. Each cloud provider has its own suite of database services that compete with Oracle's database options, and open source database engines are also widely available. Attempts to shake users free from their attachment to on-premises Oracle software and infrastructure in favor of the cloud (including OCI) are ongoing, although the company says that 40,000 customer companies now have at least some workloads on the platform.

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